

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants: THOMPSON, Wanda Green, et al.
Serial Number: 10/018,070
Atty. Dkt: RCA89470
Filing Date: October 25, 2001
For: ADVERTISEMENT SELECTION BASED ON USER
ACTION IN AN ELECTRONIC PROGRAM GUIDE
Art Unit: 2426
Examiner: PENG, Fred H.

RESPONSE TO OFFICE ACTION

**Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450**

Sir:

In response to the Office Action dated May 17, 2010, for which a response is due August 17, 2010, please enter the following remarks/arguments in the above-identified application.

Listing of the Claims begins on page 2 of this paper.

Amendments to the Drawings begin on page 5 of this paper and include five attached replacement sheets.

Remarks/Arguments begin on page 6 of this paper.